The Influence of Traditional Chinese Aesthetics of Modern Brand Design

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Abstract. The traditional aesthetics of ancient China has a long history, especially some traditional folk art. Ancient traditional aesthetics is a unique artistic expression created by Chinese working people in their spare time. It is not only a nation's cultural self-confidence, but also an artistic treasure created by our ancestors for descendants. Nowadays, we have entered an era of fast fashion and fast culture, and the brand has been ignored by many people. So Some branding companies have started to incorporate traditional aesthetics into their brand design to make these brands stand out and even occupy an advantage in the international market [2] .While promoting the brand, they are also promoting Chinese national art. Starting with the origin and development of Chinese aesthetics, this paper analyzes how these brands combine their own brands with traditional aesthetics, and explains the impact of traditional aesthetics on modern brand design.

Keywords: Traditional aesthetics · Modern brand design · Combination and development

1   Introduction

Nowadays, more and more brands are competing in the commercial market and there are certain challenges in how modern brands can attract consumers. The main aim of this paper is to investigate how traditional Chinese aesthetics in the form of modern brand design can be loved by the public. In order to achieve this, I will look at the design elements of traditional aesthetics to examine some successful modern brand designs. Following the introduction, the second section begins to discuss which elements can be applied to brand design from a sensory perspective, and then the third section focuses on how to select elements that fit the brand positioning among the many elements of traditional aesthetic design. The fourth part, the main part of the research for this paper, involves analyzing several of the more successful modern design brands and concludes how these brands have applied the design elements of traditional aesthetics well.

2   The Basic Concepts of Chinese Traditional Aesthetics

Aesthetics, as the science of studying the essence, standards and laws of beauty, is an important branch independent of philosophy. In ancient China, although it did not form

a complete aesthetic discipline in the modern sense, it has formed an extremely rich aesthetic ideological system, contributed to the development of modern art, and has important theoretical and practical significance.

Different from Western aesthetics, traditional Chinese aesthetics is a culture that is concerned with mood, rhythm and refinement. Chinese aesthetics originated from labor and life, and later was greatly influenced by various schools of thought. Over time, more and more elements have been included. For example, psychology, philosophy, sociology, and aesthetics have been integrated in many aspects and closely linked.

2.1   The Origin of Traditional Chinese Aesthetics

The aesthetic of harmony is influenced by Confucianism, which is the core expression of the 'middle way' and has become the aesthetic standard advocated by Chinese artists from ancient to modern times [1]. In fact, the West also had a kind of neutral beauty, but its development is later than that of China and has been replaced by other thinking. Chinese traditional thinking has been developed to this day, which is a unique aesthetic feature of China.

2.2   The Beauty of Coordination

The beauty of harmony is the common ground to both Chinese and Western traditional virtues and an important part of Chinese traditional culture. The aesthetic standard of traditional Chinese aesthetics is the beauty of harmony and coordination. Harmony and coordination are the best combination of various factors and the best state of various things. Traditional Chinese aesthetics focuses on the harmony between content and form, which is mainly reflected in 'qualitative analysis' [1]. This factor is very important in both graphic expression and brand packaging design. This theory has influenced many later artistic designs.

2.3   The Beauty of Hehe

Harmony is a feature of traditional Chinese aesthetics. The Chinese culture of harmony emphasizes wholeness, comprehensiveness, dialectic and harmony. The most important feature of Hehe is its wholeness, which is very important in modern brand design [1]. Only by giving people a comfortable and beautiful feeling as a whole can we attract the interests of customers and customers. The second characteristic of the aesthetic of harmony is eclecticism, which is a very interesting process. In this era of information technology, people accept a wide variety of art and culture and learn to be eclectic, absorbing the valuable elements of western design and art design and then developing them according to the own characteristics of traditional Chinese aesthetics. Because design is not only a one-sided expression, but also a multifaceted expression, which makes it more complete and unified.

3   Traditional Aesthetics in Brand Design

The traditional aesthetics of the Chinese people, which has a long history of development and has many applications in modern design, is worthy of further study and can be roughly divided into the following categories.

3.1   Visual Beauty

The visuals are very important for the senses, because when people feel things, the first things, they first feel vision. A brand and its culture and type can be directly expressed through visual effects [7]. For example, the logo is a way to quickly remember the brand. This is an important part of brand design. In fact, Chinese people ancestors would use simple patterns to record something important. A small pattern can even contain a lot of content. It is through these patterns that people later learned about the experiences of the ancients, and even our Chinese characters have evolved from these simple patterns, which are uniquely attractive and rich in understanding. They have unique attraction and rich comprehensibility, and can overcome language barriers and time barriers.

3.2   Beauty of Graphics

Graphics are a key design element. Whether they are beautiful or ugly, whether they fit the characteristics of products and whether they are creative is very important for brand design. Graphics are aesthetically pleasing, and a good combination of graphics is a good way to attract people's attention to brand products [4]. Some Chinese brands can extract some traditional Chinese graphic styles and apply them to their brand design to create an impressive brand image with oriental characteristics.

3.3   The Beauty of Color

In brand design, the use and matching of color is very crucial, because apart from the visual impact of color, it also reflects the designer's personal emotion and traditional festival characteristics. In ancient China, colors were also divided into grades. Bright colors were regarded as the symbol of nobility, and yellow was the highest status, especially bright yellow [3]. Only the emperor could use this color, while ordinary people could only wear light colors such as black and gray. In addition to reflecting the grade, the color can also reflect the characteristics of the festival. For example, red is the color of celebration. However, with the continuous changes of the times, more and more people like gray tones. Some brand designs even have only three colors: black, white and gray. In fact, no matter what color you choose, there is no limit to the use of color as long as it conforms to the tone of your brand [3].

4   Combining Traditional Aesthetics with Brand Design

The history and culture of China over the years are important elements in brand design. More and more brands hope to integrate traditional aesthetics into their brand design,

so that more and more people can learn about our Chinese culture, promoting their products to the world and occupy a place in the world market. But how to incorporate traditional aesthetics into brand design becomes a problem. We need to take advantage of the aspects of traditional aesthetics that are suitable for our own brand and combine them with brand design.

4.1 Trade-Offs Between Strengths and Weaknesses

Most of the designs in traditional aesthetic are very complex, with bright colors and exaggerated shapes. Many of them do not conform to modern aesthetics. Therefore, it is sometimes necessary to make choices, simplify some complex designs, and extract the best part for design [5]. Traditional Chinese aesthetics is a kind of layered development. Only by deeply understanding the spirit of traditional art, fully understanding various modern western design ideas, converging their sharp sides, and learning to integrate, can we create a national form in line with the new era and find a design that really belongs to our national characteristics.

4.2 Find Commonalities

Although there are some differences between Chinese modern brands and ancient brands due to their long history, some products will have commonalities. For example, China has always had the habit of drinking tea, so designers can refer to some ancient tea drinking habits, some utensils, etiquette, select some contents suitable for modern people and combine them with the brand in the design, which is also a cultural connection between the ancient and modern worlds. Although the times are changing and they are far away from us, there are always some commonalities that have to be considered in many ways. The closer to people's lives, the more they will resonate.

4.3 Tapping into Points of Difference

Brand differences are important to beat competitors, because there are now a wide variety of brands and countless similar ones, so it is particularly important to stand out from the crowd. This is why it is important to shape the brand image based on the brand itself. It's favorable to integrate the traditional aesthetic characteristics into the brand design and combine them with their own characteristics to express their attitudes and ideas towards consumers. Therefore, it is important to create a different brand image and to make it distinctive and personalized. This will impress customers among brands of its type. A brand with personality and good quality will soon be remembered, which can stand out among similar brands and impress customers.

5   Analysis of Traditional Aesthetics into Modern Design Examples

With the continuous improvement of people's consumption level, the requirements for brands are higher and higher, which is not only the requirements for brand packaging, but also the requirements for high quality. This means that companies need to constantly

improve the value of their brands. Here are a few products that have integrated traditional aesthetic design into their brands while doing a good job of quality. They also occupy a certain position in the corresponding field and are welcomed by the public.

5.1 Emotional Interoperability of Brands

Nowadays, cosmetics are becoming more and more popular. Cosmetics from Europe and the United States occupy a high position in the international market because they developed cosmetics very early. In today's highly competitive cosmetics market, Chinese cosmetics brand Flower West has successfully impressed many consumers. The reason lies not only in its excellent quality, but also in its unique traditional Chinese aesthetic packaging design. Its own position is the beauty of the East, which is why its product series are based on ancient Traditional Chinese aesthetics. Take Flower West's concentric lock lipsticks for example, Flower West is also one of the few makeup brands to break the $1 billion annual sales threshold within two or three years - the brand was established and launched in 2017, with annual mall sales doing nearly $2 billion in 2019 and Flower West's annual sales expected to be close to $3 billion this year [8]. According to the e-commerce monitoring data platform Yipit, from June 2020, Flower West's Tmall sales have begun to outpace those of similarly priced make-up brand Perfect Diary [8]. In fact, both brands are of similar quality, but Flower West easily impresses with its beautiful packaging and brand concept that has a traditional aesthetic design. Whereas Flower West designer took advantage of the design inspiration that lovers gave each other concentric locks, so that they can love each other forever into the brand's outer packaging. This is in line with their own brand product and also incorporates traditional aesthetic features into the brand design. As lipsticks can be given by men to women, giving a lipstick with a concentric lock better reflects a man's love for a woman. This is a design highlight, which creates a psychological empathy with customers. Therefore, this brand occupies a favorable position in the eyes of consumers.

5.2 Brand Differentiation Enhancement

Differentiation is a very important point because a differentiated brand design can distance itself from the same type of brand. A successful brand, its image has left a deep impression on consumers. It meets the inner needs of consumers, shows a clear positioning for consumer, and gives full play to its advantages. For example, the milk tea brand Cha Yan Yue Se is able to stand out from the crowd of milk tea brands. Its unique packaging design, store design and brand name are integrated into novel, traditional Chinese characteristics. As a result, more and more people, even some young people, understand the unique charm of traditional Chinese characteristics. While drinking milk tea. And it has also become a feature of a city, a brand that people can think of when they mention the city. With strong personal characteristics, Cha Yan Yue Se can occupy a certain position in the highly competitive milk tea market.

6 Conclusion

Brand design is very important for the brand as a whole. In the highly competitive market, the image of a brand represents the ability of a company. The purposes of exploring

traditional aesthetics are to provide more new ideas for brand design and to make more and more people familiar with Chinese traditional culture. Also, exploring traditional aesthetics provides a way to understand the possibility of traditional aesthetics.

This is an innovation in design, but brand design does not have to be combined with traditional aesthetics solely, rather it needs to be combined with traditional aesthetic elements when the conditions are met according to the brand's own positioning. However, it is also important to pay attention to their practical functions and design them more humanely. In today's era of modern machine production, it is important to seek a design relationship that harmonizes machine and natural beauty, better integrate traditional beauty into our contemporary design and life, and bring design back to its original form. Let more and more people understand the traditional beauty of China.

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